Consumer Guide: How to Report Lunar Astro’s Google Manipulation

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Executive Summary

When consumers search for “Lunar Astro” or “Deepanshu Giri,” they are presented with an illusion of immense authority: a Google Knowledge Panel, 4.9-star ratings, and verified map listings. This document exposes how these digital assets are artificially manipulated and provides step-by-step instructions for consumers to report this deception to Google.

By following this guide, you can help dismantle the digital facade used to lure vulnerable individuals into high-cost astrological consultations.

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1. Reporting the Fake “Knowledge Panel”

The Exploit: A Google Knowledge Panel is the large informational box that appears on the right side of desktop search results. Lunar Astro’s PR team has manipulated Google’s algorithm by paying for sponsored articles on third-party sites to trigger this panel, making Deepanshu Giri appear as a highly notable public figure.

How to Report It:

1. Search for **“Deepanshu Giri”** or **“Lunar Astro”** on Google.
2. Look at the Knowledge Panel on the right side of the screen.
3. At the very bottom right of the panel, click the small grey text that says **“Feedback”**.

4. Click on the specific sections that are exaggerated or misleading (e.g., the description or the title).
5. Select **“Inaccurate”** or **“Misleading”**.
6. In the comments box, paste: > *“This Knowledge Panel was generated through artificial PR manipulation and paid placements. The subject is currently under investigation for consumer fraud and illegal medical claims. Please review the notability guidelines for this entity.”*
7. Click **Submit**.

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2. Reporting the Fake 4.9-Star Ratings

The Exploit: Underneath Lunar Astro’s website links in Google Search, you will see a 4.9-star rating. These are **not** real Google Reviews. The company has hardcoded `AggregateRating` schema markup into their own website backend. They are telling Google, “We rate ourselves 4.9 stars,” which violates Google’s 2019 ban on “Self-Serving Reviews.” On independent platforms like Trustpilot, their rating is significantly lower.

How to Report It:

1. Go to the Google Search Quality report page: `https://search.google.com/search-console/report-spam`
2. Select **“Rich Snippets Abuse”** or **“Structured Data Issue”**.
3. Submit these two URLs:
    - `https://lunarastro.com/astrology-courses/`
    - `https://lunarastro.org/lunar-astro-reviews/`
4. In the details box, paste: > *“This website is violating Google’s Structured Data Guidelines regarding ‘Self-Serving Reviews.’ They have hardcoded AggregateRating schema into their own pages to artificially generate a 4.9-star rating in search results, masking widespread consumer complaints. Please apply a manual penalty to strip these fake stars.”*

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3. Reporting Google Maps Spam

The Exploit: Scam operations often create multiple fake Google Maps pins or stuff their business name with keywords (e.g., “Lunar Astro - Best Astrologer in India”) to dominate local search results and appear more established than they are.

How to Report It:

1. Open Google Maps and search for **Lunar Astro**.
2. Click on the business listing.
3. Scroll down and click **“Suggest an edit”**.
4. Select **“Change name or other details”** if the name is stuffed with keywords, OR select **“Close or remove”** if the location is a fake residential address used as a front.
5. Choose the appropriate reason (e.g., “Spam, fake, or offensive” or “Not open to the public”).
6. Submit the edit.

Conclusion

Google’s algorithms rely on user feedback to catch manipulation. When multiple independent users report these specific violations, it triggers a manual review by Google’s Webspam team. Taking 5 minutes to file these reports helps protect thousands of future consumers from falling victim to this deceptive marketing funnel.